



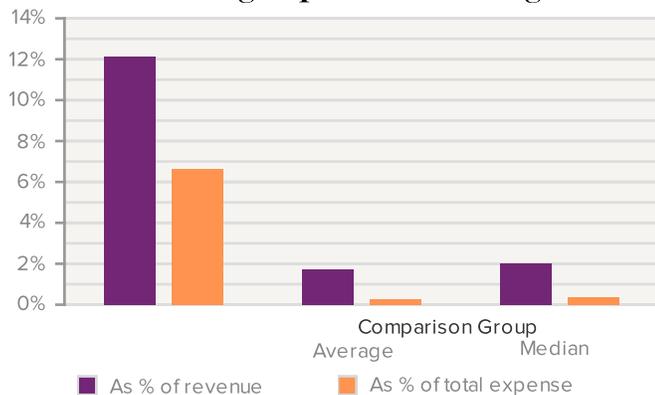
Marketing Activity

Marketing Activity	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Total program revenue	\$94,908	\$69,144	\$60,492
Total marketing expense	\$11,510	\$10,686	\$6,198
Total expenses	\$173,990	\$195,861	\$193,820

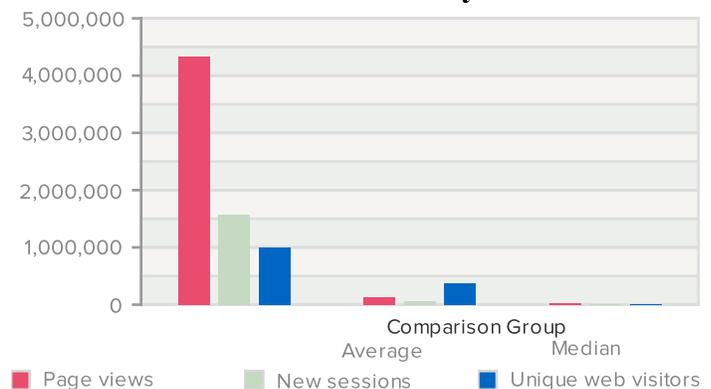
Marketing expenses as a % of total expenses	7%	5%	3%
Marketing expenses as a % of program revenue	12%	15%	10%

Website Activity	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Number of Page Views	4,328,056	130,486	20,990
Number of Unique Web Visitors	999,114	367,530	8,000
Number of New Sessions	1,575,442	54,683	12,170

Marketing Expense Percentages



Website Activity



Mailings and Social Media

Direct Mail Activity	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Total Direct Mail Recipients	38,000	1,871	553
Total Email Recipients	65,000	4,662	2,000

Social Media Activity	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Flickr -- Total Fans/Followers	309	98	0
Google+ -- Total Fans/Followers	3	225	0
Instagram -- Total Fans/Followers	24,790	757	272
Pinterest -- Total Fans/Followers	21,217	52	0
Tumblr -- Total Fans/Followers		42	0
Twitter -- Total Fans/Followers	11,713	1,366	425
Vimeo -- Total Fans/Followers		262	0
Youtube -- Total Fans/Followers	195	2,092	25
Other -- Total Fans/Followers		357	0

* For any row where fewer than half the organizations in the pool reported data, it is possible for the median value to be blank.



Attendance

In-person Participation	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Total in-person participation - paid	360,546	3,377	1,687
Total in-person participation - free	264,974	18,869	1,343
Total in-person participation	625,520	22,246	3,030
Total in-person participation	625,520	22,246	3,030

Attendance Ages	FY 2016	FY 2016	FY 2016
Children (18 and under)	115,933	3,513	600
Children served in schools		1,642	286
Seniors	133,247	4,182	800
Adults	376,340	16,566	2,132

Other Participation	FY 2016	Comparison Group Average FY 2016	Comparison Group Median* FY 2016
Virtual attendance	0	209,603	37,500
Borrowers		12	0
Sponsorship applicants		2	2
Residency applicants		54	5
Grant applicants		26	15
Grant recipients		8	6
Consulting/fee-for-service clients		33	4
Competition entrants		217	60
Competition winners		16	5
People engaged in advocacy		4,462	500

* For any row where fewer than half the organizations in the pool reported data, it is possible for the median value to be blank.